

<i>SERFF Tracking Number:</i>	<i>PRLC-127031357</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Principal Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>47963</i>
<i>Company Tracking Number:</i>	<i>GP 57543</i>		
<i>TOI:</i>	<i>A03G Group Annuities - Deferred Variable</i>	<i>Sub-TOI:</i>	<i>A03G.002 Flexible Premium</i>
<i>Product Name:</i>	<i>GP 57543</i>		
<i>Project Name/Number:</i>	<i>GP 57543/GP 57543</i>		

## Filing at a Glance

Company: Principal Life Insurance Company

Product Name: GP 57543

SERFF Tr Num: PRLC-127031357 State: Arkansas

TOI: A03G Group Annuities - Deferred Variable SERFF Status: Closed-Approved-  
Closed State Tr Num: 47963

Sub-TOI: A03G.002 Flexible Premium

Co Tr Num: GP 57543

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Joel Sungren, Karla  
Waldron

Disposition Date: 02/22/2011

Date Submitted: 02/11/2011

Disposition Status: Approved-  
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: GP 57543

Status of Filing in Domicile: Authorized

Project Number: GP 57543

Date Approved in Domicile: 02/03/2011

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Small and Large

Group Market Type: Employer, Trust

Overall Rate Impact:

Filing Status Changed: 02/22/2011

State Status Changed: 02/22/2011

Deemer Date:

Created By: Karla Waldron

Submitted By: Karla Waldron

Corresponding Filing Tracking Number:

Filing Description:

No part of this filing contains any unusual or possibly controversial items from normal company or industry standards, except as clearly described in this letter.

Recently, we notified the Iowa Insurance Division of our intention to merge the Principal LargeCap Blend I Separate Account into the Principal LargeCap S&P 500 Index Separate Account. We have notified our clients of this merger as well.

While most of our clients have contracts that contain both of these Separate Accounts on riders, we also have clients

SERFF Tracking Number: PRLC-127031357 State: Arkansas  
Filing Company: Principal Life Insurance Company State Tracking Number: 47963  
Company Tracking Number: GP 57543  
TOI: A03G Group Annuities - Deferred Variable Sub-TOI: A03G.002 Flexible Premium  
Product Name: GP 57543  
Project Name/Number: GP 57543/GP 57543

using some of our older contracts that have Principal LargeCap Blend I Separate Account as an integral part of the contract but do not have Principal LargeCap S&P 500 Index Separate Account. For those clients, we have developed Endorsement GP 57543 to change references within their contracts from Principal LargeCap Blend I Separate Account, and any of the earlier names of that Separate Account, to Principal LargeCap S&P 500 Index Separate Account.

GP 57543 will be used with all of our contracts that contain Principal LargeCap Blend I Separate Account but do not contain Principal LargeCap S&P 500 Index Separate Account.

At some time in the future, it may be necessary for us to change the format, fonts, page breaks, etc. in this form in order to accommodate new technology or new printing equipment. We reserve the right to make these types of changes without re-filing as long as there is no change in the text of this form. However, any such accommodation will not result in the use of a font or type style or size which would violate any state law or regulation.

## Company and Contact

### Filing Contact Information

Ellen Tanner, tanner.ellen@principal.com  
710 9th St 800-543-4015 [Phone] 59914 [Ext]  
Des Moines, IA 50309 515-235-1953 [FAX]

### Filing Company Information

Principal Life Insurance Company CoCode: 61271 State of Domicile: Iowa  
711 High Street Group Code: 332 Company Type:  
Des Moines, IA 50309 Group Name: State ID Number:  
(515) 246-7517 ext. [Phone] FEIN Number: 42-0127290

-----

## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Principal Life Insurance Company	\$50.00	02/11/2011	44631146

<i>SERFF Tracking Number:</i>	<i>PRLC-127031357</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Principal Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>47963</i>
<i>Company Tracking Number:</i>	<i>GP 57543</i>		
<i>TOI:</i>	<i>A03G Group Annuities - Deferred Variable</i>	<i>Sub-TOI:</i>	<i>A03G.002 Flexible Premium</i>
<i>Product Name:</i>	<i>GP 57543</i>		
<i>Project Name/Number:</i>	<i>GP 57543/GP 57543</i>		

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Approved-Closed	Linda Bird	02/22/2011	02/22/2011

<i>SERFF Tracking Number:</i>	<i>PRLC-127031357</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Principal Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>47963</i>
<i>Company Tracking Number:</i>	<i>GP 57543</i>		
<i>TOI:</i>	<i>A03G Group Annuities - Deferred Variable</i>	<i>Sub-TOI:</i>	<i>A03G.002 Flexible Premium</i>
<i>Product Name:</i>	<i>GP 57543</i>		
<i>Project Name/Number:</i>	<i>GP 57543/GP 57543</i>		

## Disposition

Disposition Date: 02/22/2011

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>PRLC-127031357</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Principal Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>47963</i>
<i>Company Tracking Number:</i>	<i>GP 57543</i>		
<i>TOI:</i>	<i>A03G Group Annuities - Deferred Variable</i>	<i>Sub-TOI:</i>	<i>A03G.002 Flexible Premium</i>
<i>Product Name:</i>	<i>GP 57543</i>		
<i>Project Name/Number:</i>	<i>GP 57543/GP 57543</i>		

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		No
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Life & Annuity - Acturial Memo		No
<b>Form</b>	Principal LargeCap Blend I Separate Account Endorsement		Yes

SERFF Tracking Number: PRLC-127031357 State: Arkansas

Filing Company: Principal Life Insurance Company State Tracking Number: 47963

Company Tracking Number: GP 57543

TOI: A03G Group Annuities - Deferred Variable Sub-TOI: A03G.002 Flexible Premium

Product Name: GP 57543

Project Name/Number: GP 57543/GP 57543

## Form Schedule

Lead Form Number: GP 57543

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	GP 57543	Policy/Cont Principal LargeCap ract/Fratern Blend I Separate al Account Certificate: Endorsement Amendmen t, Insert Page, Endorseme nt or Rider	Initial		0.000	GP 57543 endorsement. pdf

## **Principal Life Insurance Company**

### **Principal LargeCap Blend I Separate Account Endorsement**

This endorsement is made a part of the contract to which it is attached. The purpose of this endorsement is to change the name of one Separate Account.

Effective March 18, 2011, the Principal LargeCap Blend I Separate Account (also known as Principal Partners Large-Cap Blend I Separate Account, Principal Large Company Blend Separate Account, Principal U.S. Stock Separate Account, or Separate Account A) merged with the Principal LargeCap S&P 500 Index Separate Account.

Therefore, on and after March 18, 2011, the term "Principal LargeCap Blend I Separate Account" and the terms "Principal Partners Large-Cap Blend I Separate Account", "Principal Large Company Blend Separate Account", "Principal U.S. Stock Separate Account", and "Separate Account A" are hereby replaced by the term "Principal LargeCap S&P 500 Index Separate Account" wherever such terms are used, including use in any riders or other endorsements attached to or made part of this contract.

This change does not affect the benefits to be provided under the contract or the operation of the remaining Separate Accounts, as explained in the contract.

The effective date of this endorsement is the later of (i) the date this endorsement has been approved for use in the state of delivery, or (ii) March 18, 2011.

PRINCIPAL LIFE INSURANCE COMPANY

A handwritten signature in black ink, appearing to read "Ley Zinfle", is positioned above the title. The signature is fluid and cursive.

Chairman, President and  
Chief Executive Officer